



**AD HOC QUERY ON 2021.18 FR Ad hoc query on the elaboration of a national communication strategy on return and reintegration (part 1)**

**Requested by EMN NCP France on 9 April 2021**

**Responses from Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Slovakia, Spain, Sweden (20 in Total)**

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**1. Background information**

The French Office for Immigration and Integration – OFII – is notably in charge of applications for voluntary returns and integration. The communication tools put in place so far by the OFII and targeting applicants to these schemes as well as partners intervening on these topics are flyers, posters, Powerpoint presentations, videos of testimonies from returnees who set up a reintegration project, as well as a website (cf. <http://www.retourvolontaire.fr/>).

In 2021, the OFII would like to think of a new communication strategy on voluntary return and reintegration, followed by its operational application in 2022. The aim is to increase the efficiency of the return scheme and to notably reach target groups and inform them through other means of communication than the institutional ones traditionally used. For this purpose, the OFII would like to know which communication strategies have been

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implemented in other Member States, identify good practices and challenges, and, if possible, be provided with a critical analysis of the national strategies put in place.

## **2. Questions**

1. **What are the communication tools put in place in your country and how effective are they (hotline, SMS campaigns, posters, flyers, website, commercials, movies, digital viral formats,...)?**
2. **How is communication organized in your country (set of actors, human and financial means,...)?**
3. **What are the target groups of your communication strategy:**
  - a. **Irregular third-country nationals who could potentially apply for reintegration.**
  - b. **Information channels in your country (administrations in charge of third-country nationals, accommodation centers/social workers, local authorities, diplomatic authorities in countries of origin of concerned third-country nationals,...).**
  - c. **Information channels in countries of origin (institutions, former returnees...).**
  - d. **Others.**
4. **Have you been able to review the efficiency of the results on each of these targets? If so, which ones?**
5. **In which places (accommodation centers, administration,...) and at which steps of the various procedures do you think communicating on return and reintegration is most effective? (for instance, once the asylum application has been rejected or during the procedure)**

We would very much appreciate your responses by **7 May 2021**.

## **3. Responses**

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<sup>1</sup> If possible at time of making the request, the Requesting EMN NCP should add their response(s) to the query. Otherwise, this should be done at the time of making the compilation.

## *Ad-hoc* query summary

### ***Ad-hoc* query requested by France on the elaboration of a national communication strategy on return and reintegration (20 answers) – May 2021**

#### BACKGROUND

In 2021, the French Office for Immigration and Integration would like to think of a new communication strategy on voluntary return and reintegration, followed by its operational application in 2022. For this purpose, France would like to know which communication strategies have been implemented in other Member States, identify good practices and challenges, and, if possible, be provided with a critical analysis of the national strategies put in place.

#### KEY FINDINGS

The received responses show that Member States are using various communication tools on voluntary return and reintegration:

- Posters and information leaflets (**AT, BG, CY, CZ, DE, ES, FI, FR, HR, HU, LT, LU, LV, NL, PL, SE, SK**);
- Dedicated website (**AT, BG, CZ, DE, EE, ES, FR, HR, LT, LV, NL, PL, SE, SK**);
- Hotline, or assistance via e-mail or an application or an online platform (**AT, BG, CY, DE, EE, ES, HR, FI, LT, SK**);
- Campaign on social media or search engines (**BG, DE, ES, FI, FR, SK, SE**; **Austria** is planning to launch a campaign);
- Animation video, movies and TV spots (**BG, DE, FR, LT, NL, PL, SK**);
- Individual counseling sessions (**CZ, DE, EE, HR, SK, SE**);
- Information gatherings in reception or administrative detention centers (**FR, LU, NL, SE, SK**);
- Others (“marauding” missions, getting in contact with structures frequented by third-country nationals in irregular stay) (**CZ, FR**).

Communication on voluntary return and reintegration is organized by the International Organization for Migration (IOM) and the ministries or state agencies responsible for asylum and migration in six member states (**BG, CZ, FI, LV, LU, NL**). The IOM is in charge of communication in **seven countries (CY, EE, HR, HU, LT, PL, SK)**. Police services (mainly the Border Guards) are involved in **four countries (EE, LV, PL, SE)**. Communication is under the responsibility of the French Office for Immigration and Integration in **France**, the Ministry of the Interior in **Austria** and the Swedish National Migration Board and the Swedish Police Authority in **Sweden**, and NGOs, with the support of the State, in **Spain**. In Germany, the Federal Office for Migration and Refugees is in charge of the main return and reintegration programs and their promotion, notably with the support of IOM and the German International Development Cooperation Agency.<sup>1</sup> **Four countries (BG, LU, NL, SE)** reported cooperating with NGOs. Finally, **Finland** uses private companies to develop part of its online communication strategy.

**Six countries (CZ, EE, FI, HR, LT, SK)** co-finance their communication actions with EU funds (mainly the Asylum, Migration and Integration Fund, AMIF). **Cyprus** uses only public funds.

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<sup>1</sup> In addition to the communication strategy of the German Federal Office for Migration and Refugees, each of the 16 Länder also has its own communication strategy. However, the measures are locally limited and differ greatly from one Länder to another, and they are therefore not listed in this compilation.

In **twelve Member States (AT, BG, CY, CZ, ES, FI, FR, HR, LT, LU, PL, SK)**, the communication strategy targets potential reintegration candidates as well as national actors in charge of relaying information on assisted return and reintegration. Among **these countries, two (BG, PL)** also target information channels in the countries of origin, and **four (CY, CZ, FR,<sup>2</sup> LU)** reach to other groups. **Latvia** and **Estonia** target only potential returnees. **Germany** indicated that it targets third-country nationals (with and without a return order), return counsellors,<sup>3</sup> and the media. **Sweden** does not have a communication strategy but provides information to third-country nationals who received a return decision. The **Netherlands** do not have a communication strategy neither but rather several communication tools which target returnees.

**Nine countries (BG, CZ, CY, DE, FI, HR, LU, PL, SK)** indicate reviewing the efficiency of their communication, but only **Bulgaria** and **Croatia** conduct an assessment for each of their target groups.

For **three Member States (HR, FI, LV)**, communicating on voluntary return and reintegration as early as possible in the asylum procedure is considered to be more efficient, while **seven countries (AT, BG, EE, FR, PL, CY, LU)** tend to focus on the end of the procedure. The **Netherlands** and **Slovakia** focus on the beginning and the end of the procedure. Information is provided throughout the asylum procedure in **six countries (FI, CY, ES, LT, LV, SE)**. **Spain** states that it provides information on these procedures regardless of the administrative status of the person concerned, while **Germany** implemented a multi-level information systems throughout the asylum procedure

The places identified as being the most effective for disseminating information are reception centers for asylum seekers (**CZ, EE, HR, LT, LV**), police stations (**CZ, HR**), or detention centers (**HR, CZ**) and counseling centers for asylum seekers (**CZ**). **Spain** specifies that it tends to disseminate information in all places possible, while **Germany** targets reception centers, return counseling centers, and foreign authorities premises.

**Eight countries (AT, BG, CZ, ES, FR, LT, PL, SK)** rely on third-country nationals present on their territories or who have benefited from a return program in their country of origin in their communication strategy, mainly in order to reach a larger number of people and strengthen the credibility of the disseminated information. Among these countries, **seven (AT, BG, CZ, ES, FR, PL, SK)** promote testimonies of successful return projects through short videos or written testimonies. **Sweden** plans to integrate video of testimonies on return into its development plan on return. The **German Federal Office for Migration and Refugees** occasionally relays testimony videos produced by partner organizations, and recently launched a pilot information project on European and national return and reintegration programs in partnership with the African Network of Germany.

Only **Bulgaria** and **Germany** relies on actors from countries of origin (the IOM local offices) in their communication strategy.

*List of Member States that replied: Austria, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Hungary, Ireland, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Slovakia, Slovenia, Spain, Sweden.*

*DISCLAIMER: The responses of the Member States regarding this ad-hoc query have been provided primarily for the purpose of information exchange among the EMN NCPs in the framework of the EMN. The contributing EMN NCPs have provided information that is to the best of their knowledge up-to-date, objective and reliable. However, the information provided in the present summary is produced under the exclusive responsibility of EMN France and does not necessarily represent the official policy of an EMN NCP's Member State. The responses are interpreted by EMN France to write this summary.*

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<sup>2</sup> Third-country nationals who received an Order to Leave French Territory.

<sup>3</sup> Notably through a series of networking and information events "Option Voluntary Return: Return and Reintegration Programs in Germany", jointly organized by the Federal Office for Migration and Refugees, IOM and the German International Development Cooperation Agency since 2018.

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		Wider Dissemination <sup>2</sup>	
	EMN NCP Austria	Yes	<p>1. A hotline, flyers, posters, website, and a social media campaign is currently in preparation. --- Source: Ministry of the Interior</p> <p>2. The advertising campaigns are coordinated by several departments of the Ministry of the Interior. --- Source: Ministry of the Interior</p> <p>3. a) and b) --- Source: Ministry of the Interior</p> <p>4. The information material has recently been re-edited. There are currently no data available on its effectiveness. --- Source: Ministry of the Interior</p> <p>5. Once the asylum application has been rejected: Lack of perspective of staying is the main reason for willingness to return. --- Source: Ministry of the Interior</p>

<sup>2</sup> A default "Yes" is given for your response to be circulated further (e.g. to other EMN NCPs and their national network members). A "No" should be added here if you do not wish your response to be disseminated beyond other EMN NCPs. In case of "No" and wider dissemination beyond other EMN NCPs, then for the Compilation for Wider Dissemination the response should be removed and the following statement should be added in the relevant response box: "This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further."

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	<p>EMN NCP Belgium</p>	<p>Yes</p>	<p>1.</p> <ul style="list-style-type: none"> <li>• Websites: Fedasil (competent for voluntary return and reintegration) has two relevant websites: <a href="http://www.voluntaryreturn.be">www.voluntaryreturn.be</a> (basic info in 18 languages, Albanian, Amharic, Arabic, Chinese, Dutch, English, Farsi, French, Lingala, Mongolian, Pashto, Portuguese, Fula, Russian, Serbian, Spanish and Tigrinya) and <a href="http://www.fedasilinfo.be">www.fedasilinfo.be</a> (14 languages, around asylum in general, only accessible in Belgium) =&gt; both serve as information portals for migrants and frontline workers. =&gt; frequently consulted, especially for practical info and reintegration stories.</li> </ul> <p>The Immigration Office (competent for forced return and some cases of voluntary return) has created the website <a href="http://www.factsaboutbelgium.be">www.factsaboutbelgium.be</a>, which is partly about return. Another website of the Immigration Office is <a href="http://www.sefor.be">www.sefor.be</a>. This website is available in 23 languages and is specifically about return.</p> <ul style="list-style-type: none"> <li>• Social media: posts about voluntary return (reintegration stories, general info, updates...) are regularly shared on Fedasil social media pages, twice to four times a month on Facebook and LinkedIn and occasionally on Twitter and Instagram. =&gt; Social media posts are quite popular and raise many interactions.</li> <li>• Outreach, counselling and information sessions: direct information providing happens namely through Fedasil outreachers in the field (undocumented migrants), Fedasil return counsellors (in the reception facilities for asylum seekers) and by keeping frontline workers informed (information sessions). =&gt; As a result, more people are informed about the possibility of voluntary return each year.</li> <li>• Printed materials: a leaflet in 20 languages for migrants (same as website + Bulgarian and Slovak), a general brochure for organisations and frontline workers, posters with short reintegration stories (portrait), an activity booklet for children (returning with their families), and some promo material (pens, notepads...) <a href="https://retourvolontaire.be/fr/partners">https://retourvolontaire.be/fr/partners</a></li> </ul>
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			<ul style="list-style-type: none"><li>• <u>Videos</u>: a series of videos presenting the return counselling (YouTube page of Fedasil) <a href="https://www.youtube.com/watch?v=czWRH-dffjo&amp;list=PLv5amWEV2RXMn_UrE0lamS20o8qtzIqnd">https://www.youtube.com/watch?v=czWRH-dffjo&amp;list=PLv5amWEV2RXMn_UrE0lamS20o8qtzIqnd</a> Fedasil is working on improving its offer on video material.</li><li>• <u>Events</u>: various events have been organised around voluntary return (meeting with embassies, upcoming photo exhibition in 2022...)</li><li>• <u>Hotline</u>: both Fedasil (competent for voluntary return and reintegration) and the Immigration Office (competent for forced return and some cases of voluntary return) have a return hotline</li><li>• A multimedia tool for outreachers is in the pipeline</li></ul> <p>2. At Fedasil (competent for voluntary return and reintegration): by full time communication officer, outreachers, return counsellors. Partnership with IOM and Caritas International Belgium (reintegration stories, photo material...) and with city administrations (information provision). A budget is set each year for communication activities (ad hoc projects, translation, website costs, events...)</p> <p>The Immigration Office (competent for forced return and some cases of voluntary return): i.a. by return counsellors / coaches in open return places and community based open return units for families with minor children. Also full-time communication officer.</p> <p>3. Fedasil (competent for voluntary return and reintegration): Mainly a. and b. =&gt; For b., Fedasil aims at various engagement levels: experts, referents or basic knowledge of voluntary return. c. Information providing in countries of origin happens through IOM workers and Caritas partners. d. Others:</p>
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			<ul style="list-style-type: none"> <li>- Third-country nationals asking for asylum (directly in contact with Fedasil).</li> <li>- General public: citizens, press and international organisations.</li> </ul> <p>Note: Regarding third-country nationals, Fedasil differentiates some subgroups and adapts its approach accordingly: families with children, unaccompanied minors, migrants in transit, victims of human trafficking...</p> <p>Immigration Office (competent for forced return and some cases of voluntary return): every foreigner that was issued a return decision.</p> <p>4. Although various communication activities have shown good results, it is still difficult to evaluate precisely the influence on specific target groups. For example, website visit statistics do not reveal entirely who is behind a specific visit: whether it is a third-country national seeking information or a frontline worker doing the same for a third-country national.</p> <p>5. Fedasil (competent for voluntary return and reintegration): By virtue of the “return path” set up by Fedasil, information on voluntary return is regularly provided from the very beginning of the asylum procedure and throughout the procedure. But more specifically and more intensely at the moment of the rejection of the application and during the 30 days that follow, when a reception place and counselling is offered in the prospect of a voluntary return.</p> <p>Immigration Office (competent for forced return and some cases of voluntary return): Most effective in open return places and open family units. Communication on return should start from the moment a residence application is filed, and should be increased when a return decision is issued.</p>
	<p>EMN NCP Bulgaria</p>	<p>Yes</p>	<p>1. International Organization for Migration (IOM) has a hotline, email, Facebook, Twitter, Instagram, posters, flyers, website, and movies at the detention center. IOM considers all of the mentioned communication tools as effective.</p>

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			<p>2. IOM is communicating and closely collaborating with State Agency for Refugees with the Council of Ministers, Migration Directorate of the Ministry of Interior, and other NGOs.</p> <p>3. a. Irregular third-country nationals who could potentially apply for return and reintegration;  b. Information channels in our country (administrations in charge of third-country nationals, accommodation centers/social workers, local authorities, diplomatic authorities in countries of origin of concerned third-country nationals);  c. Information channels in countries of origin (institutions, former returnees...).</p> <p>4. IOM has reviewed the efficiency of the results of the above mentioned 3 target groups.</p> <p>5. The communication on return and reintegration is most effective at the IOM premises and at accommodation centers and at the stage once the asylum application has been rejected.</p>
	<p>EMN NCP Croatia</p>	<p>Yes</p>	<p>1. IOM has designed a dedicated multilingual website <a href="http://www.avrr.hr">www.avrr.hr</a> containing all important information regarding AVRR, opened a dedicated phone line, printed multilingual posters and leaflets. Posters placed at key locations have proven to be most effective.</p> <p>2. Outreach is financed as part of AVRR project funded by the Republic of Croatia, the Ministry of the Interior through the Asylum, Migration and Integration Fund (AMIF).</p> <p>3. A.) B.)</p> <p>4. Yes. IOM keeps track of referral channels and adapts communication strategy to support most efficient channels and scales up other relevant channels.</p>

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			<p>5. Outreach means (multilingual posters and leaflets) are available at reception centers entry points and police stations to inform migrants of AVRR possibilities as early as possible. It is common understanding that migrants should be informed about possibility of AVRR early in the process of seeking international protection always to have options to bring informed decision regarding their future.</p>
	<p>EMN REG Practitioners Cyprus</p>	<p>Yes</p>	<p>1. In Cyprus, IOM implements the national AVRR programme since 2016. Communication/outreach tools put in place in the past years include: a toll-free line for migrants, posters and flyers with basic programme information in 10 languages, representing the main nationalities assisted, A5 project leaflet, a best practice bulletin that features key reintegration stories, an AVRR information video for migrants and a short ad video, dissemination of project promotional material, as well as frequent updates/posts on social media accounts and office website. They have all been effective in reaching out both to migrants and local stakeholders; the most effective being the toll-free line and social media.</p> <p>2. A communication component is included as part of the programme budget.</p> <p>3. Target groups are migrants living in Cyprus (asylum seekers, migrants who do not hold a valid residence permit, migrants with a valid residence permit) as well as local stakeholders such as local NGOs, and more broadly the general public.</p> <p>4. We review the efficiency of social media outreach through office website and accounts on Facebook, Twitter and YouTube. We also collect number of referrals to the programme.</p> <p>5. Communicating at all stages and in all places can be effective. It can be argued that there is more effect during and at the end of asylum procedure, rather than at the beginning.</p>

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	<p>EMN NCP Czech Republic</p>	<p>Yes</p>	<p>1. There are several actors involved in the topic which are the Ministry of the Interior (Return Unit of the Department for Asylum and Migration), SUZ (Refugee Facility of the MoI) and IOM.</p> <p>MoI: Information about Voluntary Return are available on the dedicated website of the Ministry of the Interior: <u><a href="https://www.mvcr.cz">Voluntary Returns organised by the Department of Asylum and Migration Policy - Aktuální informace o migraci (mvcr.cz)</a></u> where also contact details are published. Staff of the MoI provide information face to face and also in detention centres, where the Return Counselors of the Return Unit are placed.</p> <p>Czechia also explored new ways of reaching irregular foreign nationals and raising awareness about voluntary return programmes, for example by communicating with various facilities, like shelters and health institutions, where the presence of irregularly-staying third-country nationals might be anticipated.</p> <p>SUZ: Various tools of communication are used to reach the potential group of applicants eligible for the assistance with the voluntary return, such as flyers, posters or a web page (cf. <u><a href="https://www.applicant.cz/repatriace/">https://www.applicant.cz/repatriace/</a></u>) integrated to the overall website for all applicants for international protection, so the message about possibility of return can reach a wider audience. The web page also contains direct contact informations of the officers in charge of the agenda of voluntary returns.</p> <p>The most common information channel (and also the channel we consider the most effective with regard to applicants at all stages of the procedure of their application for international procedure, and especially at the end or at the near end of the procedure) how to disseminate an awareness about possible voluntary return is via social workers in the accommodation centers run by the RFA MOI, who regularly inform all applicants.</p> <p>IOM: IOM AVRR information campaign core communication tool is facebook. We have created a page dedicated to raising awareness of the program. A subcontracted team of experts systematically feeds the target group with relevant information based on prefabricated and approved plan. The campaign tailored to ensure maximum reach and engagement in the target group. All posts are published in the most relevant languages reflecting the migration reality in CZ - Russian, Mongolian, Vietnamese, and English. The same goes for the post-engagements.</p> <p>The statistical reports show a very good results. We also created a dedicated web page that will also be available in all mentioned languages (EN and CZ version were published so far, MN, VN and RU</p>
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			<p>versions are being finalized). Five promotional videos were created by professional production teams and published on FB. Videos describing real stories of returns are progressively created and published (with consents). Leaflets and posters are distributed in cooperation with our partner organizations.</p> <p>2. There are several actors involved in the topic which are the Ministry of the Interior (Return Unit of the Department for Asylum and Migration), SUZ (Refugee Facility of the MoI) and IOM.</p> <p>MoI: Return Unit is in charge of communication of return and connected topics (above all voluntary returns) for the Ministry of the Interior (more info above).</p> <p>SUZ: The Refugee Facilities Administration of the Ministry of the Interior (RFA MOI) is entitled to provide assistance with voluntary return to former or unsuccessful applicants for international protection but is not designated to provide any reintegration assistance in the countries of origin of third-country nationals.</p> <p>IOM: The IOM AVRR campaign is facilitated by AVRR team in cooperation with experts on PR in social sector. The AVRR project, including the campaign is co-financed by AMIF.</p> <p>3. MoI: a. and b.</p> <p>SUZ: d. - former or unsuccessful applicants for international protection</p> <p>IOM: a. Irregular third-country nationals who could potentially apply for reintegration. The target group definition by the AMIF CfP is rather complex. It, de-facto, includes all third-country nationals in difficult situations in need of assistance in voluntary return. There are certain nuances in eligibility criteria reflecting one's residential status, however. The target group for reintegration criteria excludes visa-free countries (except for especially vulnerable migrants).</p> <p>b. Information channels in your country (administrations in charge of third-country nationals, accommodation centers/social workers, local authorities, diplomatic authorities in countries of origin of concerned third-country nationals,...).</p>
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			<p>Here falls all relevant stakeholders: NGOs, embassies, Alien Police, government, migrant communities.</p> <p>4. Mol: We are not able to review the efficiency of the results on each of targets.</p> <p>SUZ: N/A</p> <p>IOM: We process and evaluate regular interim reports of the FB campaign and referral scenarios of all assisted beneficiaries (how they received the information, or who referred them in the program).</p> <p>5. Mol: We find the most effective the communication in accommodation centres or detention centres where we can provide reasonable alternative to the third-country nationals and we could promote voluntary return as the best possible solution for many of foreign nationals.</p> <p>SUZ: Via social workers in the accommodation centers run by the RFA MOI, who regularly inform all applicants.</p> <p>IOM: In the local set-up IOM AVRR program is promoted through entities providing all form of assistance to migrants. This includes counselling facilities of NGOs, the Alien Police stations, Centers for integration. We don't target asylum camps, detention facilities and Mol offices as they are more relevant for the parallel voluntary return programs of the Mol.</p>
	<p>EMN NCP Estonia</p>	<p>Yes</p>	<p>1. In Estonia there are two main actors providing the information on voluntary return – the IOM Estonian Office within the <u>VARRE project</u> (voluntary return and reintegration assistance) and the Police and Border Guard Board within the return counselling. Consultation services are provided on the basis of needs – appointments, webpage information, phone call consultations, Skype meetings are available for persons.</p>

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			<p>2. Communication is organised via the IOM Estonian office within the VARRE project (voluntary return and reintegration support) and the Police and Border Guard Board. Both projects are co-financed by the AMIF.</p> <p>3. We do not have a communication strategy on voluntary return. Main target groups are persons to whom return decision with voluntary leave are issued.</p> <p>4. Although we haven't evaluated the efficiency, in Estonia the return rate is very high, exceptionally the rate was lower in 2020, about 83%, due to the Covid-19 caused difficulties (for example limited number of flight connections).</p> <p>5. In Estonia while issuing a negative decision to a person, information about possible assistance on voluntary leave will be provided.</p>
	<p>EMN REG Practitioners Finland</p>	<p>Yes</p>	<p>1. Hotline, posters, flyers, website, social media (Facebook), easily reachable email return@migri.fi.</p> <p>Most effective is the WhatsApp hotline, email is good with other stakeholders than returnees. Facebook site in Arabic is much used within potential clients and reaching out to them. Communication with other authorities is done via website and emails. Posters and flyers do not seem to be very effective, but many stakeholders ask for them to have something to give to clients.</p> <p>2. Communication is mainly done by Finnish Immigration Service, with the assistance of AMIF funding. Some service also bought/outsourced to private firms like website development and communication plan for social media. IOM Finland also has their own independent social media comms that covers return, too.</p> <p>3. A is the main target group. In B we focus on the staff and the clients of reception centres for asylum seekers, and other stakeholder: NGOs, municipalities, police. IOM Finland handles the consular communication.</p>

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			<p>In C we are not active in.</p> <p>4. We have not been able to do a review, though from Facebook and the website we do follow up the amounts of visitors.</p> <p>5. We know that the communication about return should happen from early on when asylum seekers are in Finland / in the reception system, so that the clients would be aware of the possibility and could use it if they so want. That is not so easily done as said since when the clients are still in the asylum process, they generally do not want to listen info about return. The moment of receiving the negative asylum decision is not the best time to give information since the client has to be given time to process the disappointment. This is why info should be given along the process. Also, clients should be informed how to reach return information when they're paperless.</p>
	EMN NCP France	Yes	<p>1. The French Office for Immigration and Integration (l'Office français de l'immigration et de l'intégration, OFII) is in charge of voluntary return and reintegration programs. In order to promote these programs and inform third-country nationals legally residing in France, the OFII set up several communication tools, which are mainly aimed at people who are already engaged in a return process.</p> <p>On its website (<a href="https://www.ofii.fr/">https://www.ofii.fr/</a>), a tab entitled "Return to the country of origin" is dedicated to return and reintegration. This page presents the procedure and the different stages of assisted voluntary return. It also provides thematic information leaflets on voluntary return and reintegration:</p> <ul style="list-style-type: none"> <li>• Return and reintegration assistance (also available in two separate leaflets "return assistance" and "reintegration assistance");</li> <li>• A mapping of the actors and assisted return and reintegration schemes in Cameroon, Morocco, Mali, and Senegal (available in French and English);</li> <li>• Reintegration assistance for students and young professionals.</li> </ul> <p>In addition, the OFII set up a website dedicated to voluntary return and reintegration (<a href="http://www.retourvolontaire.fr/">http://www.retourvolontaire.fr/</a>), available in French and English. This site presents the action and assistance provided by the OFII in terms of voluntary return, notably through an animated video</p>

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			<p>explaining the return procedure. A tab, accessible in several languages, is also dedicated to the questions potential candidates for return may have on the assisted return and reintegration scheme. Moreover, this website gathers the different thematic information leaflets available on the OFII website, available in 15 languages: Albanian, English, Arabic, Armenian, Sinhalese, Spanish, French, Georgian, Kurdish, Mandarin, Urdu, Portuguese, Romanian, Russian, Serbo-Croatian and Tamil. An infographic presenting the different stages of the return and reintegration program is also available in 13 languages, in addition to French: English, Albanian, Armenian, Beninese, Dari, Georgian, Mandarin, Urdu, Pashto, Russian, Tamil, and Arabic. The website also features promotional posters illustrating successful return and reintegration projects of Armenian, Malian, Moroccan, and Tunisian nationals. These posters are translated into French and English, the Tunisian poster is also translated into Arabic; the Moroccan poster is available in French and Arabic.</p> <p>Presentations of successful return and reintegration projects, illustrated by videos featuring testimonies of nationals from different third countries who have benefited from the assisted voluntary return and reintegration scheme, are also available on the OFII website and <a href="#">YouTube channel</a>. These videos are available in English, French, and in Arabic for the testimonies of Moroccan and Tunisian nationals.</p> <p>Besides, in addition to the information available online, the OFII also offers its information leaflets in paper format. For instance, these brochures are attached to the notifications of Obligation to leave French territory), and are also available in the OFII's territorial offices. Promotional and explanatory brochures and posters on the assisted return and reintegration scheme are also made available to the OFII's various local partners, such as prefectures, police and gendarmerie services, associations, reception centers for asylum seekers and reception platforms for asylum seekers, emergency accommodation centers, health centers or specialized care centers, hospital social services, as well as the various health and social institutions</p> <p>Finally, the OFII's communication strategy also relies on "field" projects: some OFII territorial directorates have set up "marauding" missions, during which OFII agents, or partner associations or organizations, get in contact with third-country nationals in an irregular situation in order to inform them about their voluntary return options. Besides, OFII agents in charge of return regularly promote voluntary return in asylum seekers' accommodation centers.</p>
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			<p>OFII representations abroad (in Armenia, Tunisia, Morocco, Senegal, Cameroon, and Mali) relay information on return and reintegration, particularly through less institutional forms and media (films, animations via Facebook, etc.).</p> <p>Actions to promote voluntary return and reintegration conducted with associations prominent within diaspora networks in France have also been carried out, but with few convincing results.</p> <p>2. Besides the initiatives that were recently developed by the OFII representations abroad (films, animations, testimonies), the communication tools set up by the headquarters in Paris are from 2017. They are designed to be used by its 7 representations abroad and its 31 territorial directorates across the country, which are directly in charge of promoting assistance on the field, but in a differentiated way depending on the means available (for instance, some territorial directorates only have the equivalent of 0.2 agents in charge of return). There is no officer in charge of the communication on this program in the headquarters.</p> <p>3. The main target groups of the OFII's current communication strategy are:</p> <ul style="list-style-type: none"><li>• Target 1 : irregular third-country nationals, potential candidates for the assisted voluntary return and reintegration scheme;</li><li>• Target 2: certain actors in contact with potential candidates for voluntary return and reintegration, in particular social workers in accommodation centers for asylum seekers.</li></ul> <p>4. In France, as the voluntary sector is in charge of the assistance and accommodation of asylum seekers, whereas voluntary return and reintegration is the strict responsibility of the administration, such organization does not facilitate communication on return and reintegration. This partition coupled with the reluctance of the voluntary sector to promote these schemes, hinders a coordinated and effective approach to communication.</p> <p>In addition, the current communication, which is institutional in nature, is mainly aimed at third-country nationals who are already involved in the return process (apart from promotional activities in accommodation centers for asylum seekers and the outreach activities around Calais). It is more difficult to reach people who have not yet considered this project.</p>
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			<p>5. In France, formal information on voluntary return is provided upon the registration of an asylum application, but it has a very limited impact on this particular group, as they are not, at that time, projecting to return. Subsequently, apart from the occasional intervention of OFII return officers in asylum seekers' accommodation centers, communication takes place when the negative decision is notified, with an obligation to leave decision attached.</p> <p>On the other hand, apart from asylum seekers, no information is provided to third-country nationals who are not (yet) in an irregular situation (for instance, to the administrations in charge of residence permits or unaccompanied minors).</p>
	EMN NCP Hungary	Yes	<p>1. Returnees are informed on the opportunity of voluntary return during the return procedure. In Hungary, only IOM maintains an assisted voluntary return and reintegration programme. IOM posters on the AVRR programme are available in migration and aliens policing facilities.</p> <p>2. No communication campaign is carried out by the Hungarian authorities</p> <p>3. N/A</p> <p>4. N/A</p> <p>5. No data available</p>
	EMN NCP Ireland	No	<p>This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further.</p>

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	<p>EMN REG Practitioners Italy</p>	<p>Yes</p>	<ol style="list-style-type: none"> <li>1. <ul style="list-style-type: none"> <li>• In Italy, the RE.VI.TA project -implemented by IOM and co-financed by AMIF- provided for the activation of a toll-free number, the dissemination of multilingual information leaflets, the implementation of info and training sessions in favour of operators working in the field of migration as well as of migrants, the deployment of some Focal Points on the territory, a video and a dedicated section in the website of the Department for Civil Liberties and Migration of the Ministry of the Interior. This project started in 2017 and was concluded at the end of 2020.</li> <li>• In the year 2019 an integrated communication campaign on Assisted Voluntary Return and Reintegration was implemented, with the purpose of informing about the access to the AVR projects and of increasing the measure knowledge among migrants and the relevant stakeholders. This campaign consisted in a capillary and coordinated system of actions accomplished throughout the national territory through the development and dissemination of information material. Several instruments were used such as TV and radio spots, banner webs, social media and travelling information throughout the national territory.</li> <li>• Moreover, in the framework of the Avrit project, funded through the AMIF Emergency Measure, 2 videos were produced on the AVR&amp;R measure.</li> <li>• Furthermore, the entities implementing the 6 AVR&amp;R projects, which are funded through AMIF and are currently operating, carry out information activities on the measure through their operators, leaflets and websites.</li> </ul> </li> <li>2. See point 1</li> <li>3. Third country nationals, migration stakeholders, civil society.</li> <li>4. The company implementing the AVR campaign performed an analysis on the knowledge about this measure before and after the campaign implementation, and an increase in the measure knowledge was ascertained.</li> <li>5. Communication on return has to be disseminated in most possible places.</li> </ol>
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	<p>EMN NCP Latvia</p>	<p>Yes</p>	<ol style="list-style-type: none"> <li>1. In Latvia with return counselling (refers to the counselling services delivered to third-country nationals and focusing on return and reintegration) deals Riga Office of the International Organization for Migration (hereinafter – IOM). Latvian national authorities, mainly the Office of Citizenship and Migration Affairs (hereinafter – OCMA) and the State Border Guard (hereinafter – SBG) have been providing information on the existence of voluntary assisted return, for instance, with the principle of good governance in mind, competent officials of the OCMA and the SBG have been providing information (usually oral, but may be written) regarding the option of assisted voluntary return provided by IOM to foreigners. The main objective is to facilitate TCN to return. Information on return and reintegration can be found in OCMA and IOM websites.</li> <li>2. The representative of the IOM Riga Office popularizes assisted voluntary return and reintegration programme (hereinafter – AVRR) (for example regularly visits the Asylum Seekers` Accommodation Centre “Mucenieki”) and if there is an interest provides more detailed information. There are leaflets on AVRR programme and contacts of IOM Riga Office available in the SBG accommodation premises for irregular migrants. The SBG or OCMA in their premises informs TCN (if they have to leave the Republic of Latvia and have financial difficulty) on AVRR opportunities. In OCMA as of mid-March, 2020 communication with the TCN takes place remotely (by phone and e-mail).</li> <li>3. Irregular third-country nationals who could potentially apply for reintegration.</li> <li>4. No.</li> <li>5. Most effective communication on return and reintegration are as soon as TCN starts various procedures, for example during the process of application for asylum in accommodation centers. Communication on return and reintegration is most effective when the person takes a decision to return. Information on the possibilities to return with different kind of support, inter alia AVRR programme, shall be provided at any stage of any kind of procedure (asylum procedure or return procedure) applied to the migrant.</li> </ol>
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	<p>EMN NCP Lithuania</p>	<p>Yes</p>	<p>1. IOM Vilnius Office provides voluntary return and reintegration assistance to third-country nationals in Lithuania. Currently IOM Vilnius use a hotline, flyers and website. In addition to this for the next project IOM plan to produce 2 animated videos.</p> <p>2. Communication is done by staff working with AVRR project financed by the EU and State funds.</p> <p>3. a) In the next project (no reintegration assistance is provided in the current project) b) yes c) no d) n/a</p> <p>4. No. Monitoring is planned in the next project.</p> <p>5. Governmental institutions, local authorities, Reception Centers and NGO's working with migrants. Migrants who apply for asylum should be informed about possibility of AVR during the procedure, so they are informed in advance that they can receive help if there is such need. Migrants who have expired visas, migrants who not receive extension of residence permits, who overstay visa free regime, should be informed about AVRR at the same time they receive Decision about Voluntary Return.</p>
	<p>EMN NCP Luxembourg</p>	<p>Yes</p>	<p>1. From the moment a foreigner has lodged an application for international protection, return counselling becomes an integral part of the accompaniment offered to the international protection seekers in all reception facilities. The Directorate of Immigration of the Ministry of Foreign Affairs informs also the international protection seekers and the rejected international protection seekers about the Assisted Voluntary Return and Reintegration.</p> <p>A flyer in ten languages published by the IOM explaining the program is distributed.</p> <p>The topic of voluntary return is raised by the authorities to the international protection seeker since</p>

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			<p>the beginning of the procedure. A brochure is handed out by the Directorate of Immigration that contains information about the voluntary return.</p> <p>Information sessions are regularly organized by the IOM in the international protection seekers reception centers. The IOM assures a weekly permanence in Luxembourg, in their office outside the reception centers. The information concerning the voluntary return program is in principle given, either by information sessions, individual counselling by IOM and NGO's (i.e. Red Cross, Caritas ASTI, CLAE,...).</p> <p>The information is also provided in the detention centre.</p> <p>2. See answer to question 1.</p> <p>3. The target groups of the communication strategy are a), b) and d) (applicants for international protection).</p> <p>4. The communication strategy is based on a long standing collaboration between local partners and national stakeholders. When IOM assists beneficiaries, one of the first questions asked during counselling sessions is to know which communication channel was used. There is also a satisfaction survey distributed at departure day, to evaluate (among other elements) the quality of information received and methods. There is no collection of data available yet (foreseen for end of 2021/beginning 2022).</p> <p>5. Applicants for international protection:</p> <ul style="list-style-type: none"><li>a) Immediately upon arrival</li><li>b) During the process of application for asylum (before a decision on the legal stay is issued)</li><li>c) After negative decision (on international protection or other status):</li><li>d) Pre-departure (assisted voluntary returns, after a return decision is issued)</li></ul> <p>The answer is c) and d)</p>
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			<p>c) Once that the order to leave the country is notified to the rejected applicant of international protection (AIP), the above-mentioned flyer/brochure is systematically joined to the Directorate of Immigration's decision. After a return decision has been issued to a person, they automatically receive an appointment for a return interview. During this interview, the concerned person will be provided with information on the status of his/her situation (i.e. that they are at the end of the procedure and that they have been ordered to leave) and he/she will also be informed about the possibility of a voluntary return. The leaflet of the Directorate of immigration concerns the voluntary return to the Western Balkans. The flyer in ten languages on Assisted Voluntary Return and Reintegration from IOM concerns people eligible for the AVRR program (see answer to question 1).</p> <p>d) Once that the order to leave the country is notified to the rejected AIP, the brochure is systematically joint to the Directorate of Immigration's decision (see answer to question 1).</p>
	<p>EMN REG Practitioners Netherlands</p>	<p>Yes</p>	<p>1. The Repatriation and Departure Service (DT&amp;V) makes use of: Multiple websites; Flyers; Information meetings for TCNs.</p> <p>The effectiveness is unknown and difficult to measure because of other factors that influence the effectiveness of the communication strategy. We use web statistics to monitor the amount of visits to the websites.</p> <p>2. The DT&amp;V has a Communication Department of currently 5 persons for alle communication means. They internally work together with the team Subsidies and Repatriation Support (6 employees), who provides the content for the communication and maintains relations with NGOs and IOM.</p> <p>3. a. Yes, the Dutch government participates in the EMN Info working group. b. We target administrations in charge of TCN such as NGOs, accommodation centers and social workers, local authorities and diplomatic authorities in the Netherlands. c. Not applicable.</p>

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			<p>d. Not applicable.</p> <p>4. No, because the efficiency of communication strategies is bound to multiple variables. Therefore the effectiveness is difficult to measure.</p> <p>5. The effectiveness of communication isn't bound to a specific location. The NLs thinks that communication right at the start of the asylum procedure and right after a negative decision is most effective.</p>
	<p>EMN NCP Poland</p>	<p>Yes</p>	<p>1. Among communication tools used in AVRR outreach activities there are information materials such as posters, booklets and flyers available in many different languages. Various electronic materials have been used (such as banners, movies, a multilingual website, etc) for internet communication. They all reach different audiences and prove to be effective as long as they are tailored to the needs of the target audience.</p> <p>2. IOM is responsible for planning, developing and conducting communication activities. Since 2005 Polish Border Guard has been one of the main partners of the International Organization for Migration (IOM) implementing Assistance in Voluntary Return and Reintegration Programme in Poland. The Polish Border Guard is directly engaged in the provision of information to foreigners about possibilities and requirements concerning voluntary returns. BG officers each time when issuing a return decision specifying the period for leaving the country inform potential beneficiaries about the possibility of assisted voluntary return programme. They support, if needed, in establishing direct contact between a foreigner and IOM representatives.</p> <p>3. The main target groups for communication strategy are irregular migrants, unsuccessful asylum seekers or those who withdrew their asylum applications and "b": centers, institutions, municipalities, NGOs, law enforcement agencies etc. Former returnees prove to be a reliable source of information for potential returnees and often refer them to IOM for assistance.</p>

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			<p>4. The efficiency of standard information actions reflects in the of number of new applicants and potential applicants (migrants provided with return counselling). Large scale, country-wide campaigns were evaluated and reviewed in terms of the estimated number of receivers. The target most effectively reached through above -mentioned communication tools is irregular migrants.</p> <p>5. The most effective moment is when all options for regular stay/international protection have been exhausted.</p> <p>Foreigners are informed about the possibility of assisted voluntary return programme in Border Guard units responsible for conducting administrative procedures, Office for Foreigners, voivodship offices and other institutions involved in the migration procedures.</p> <p>Foreign nationals should be provided with information related to the possibility of assisted voluntary return program in the early stages of administrative procedures aimed at issuing a return decision. It needs to be stressed that a long period of stay of a foreigner in the MS might decrease the chance for voluntary return (due to his/ her integration into the community in which he/she lives and awareness of weaknesses of return/ international protection system).</p>
	<p>EMN REG Practitioners Slovakia</p>	<p>Yes</p>	<p>1. Under the Slovak AVRR programme, operated by IOM, the following communication tools are used: AVRR website <a href="http://www.avr.iom.sk">www.avr.iom.sk</a> in Slovak, English, Serbian and Russian language which includes section on 1. Stories of returnees who benefitted from reintegration assistance (text + picture) and also section on 2. Videos of returnees who benefitted from reintegration assistance Dedicated Brochures for 1. Returns and for 2. Reintegration available in Slovak, English, Russian, Ukrainian, Serbian, Arabic, Vietnamese, Chinese Hotline Posters IOM Slovakia Facebook page where posts on AVRR programme are published IOM Slovakia Youtube channel where videos of returnees who benefitted from reintegration assistance are published Personal counselling Email</p>

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			<p>Info-sheets on AVRR programme issued by the Foreigner police to every migrant ordered to leave as a part of the Return decision 's dossier</p> <p>TV sets with powerpoint presentations loop displaying info on AVRR programme at Foreigner Police departments located in two largest cities in Slovakia</p> <p>In 2020, information on sources of referral on AVRR programme was collected from all 82 migrants who registered into AVRR programme in 2020. According to this survey, most frequently used sources of referral were as follows: - in attachment.</p> <p>1.docx</p> <p>2. Within the context of the Slovak Republic, the Assisted Voluntary Returns and Reintegration programme (AVRR) is operated by IOM and IOM is the only implementing partner of the programme. Information campaign is an integral part of the Slovak AVRR programme, in addition to returns and reintegration.</p> <p>The information about AVRR is disseminated either directly to migrants, migrant communities or via individuals and institutions who are in contact with the target group. As a part of the Return decision 's dossier issued by the Foreigner police to every migrant ordered to leave, migrants are informed about the possibility to return voluntarily under the assistance of the AVRR programme. This information is provided in the form of one-pager Info-sheets on AVRR programme. IOM also distributes brochures about AVRR programme to locations where migrants can be residing, e.g.: Mol facilities, Foreign police departments, asylum facilities, embassies, consulates, NGOs, etc. While there are many actors who can refer migrants to AVRR programme, the counselling is provided only by AVRR staff: two (2) operations staff and one (1) reintegration staff. The AVRR programme is 75% funded from AMIF and 25% from Slovak Mol.</p> <p>3. Target groups: 1. Irregular migrants, 2. Asylum seekers, 3. Unsuccessful asylum seekers</p> <p>IOM also works closely with Foreigner police including local foreigner police departments and detention facilities; with Migration office which is responsible for asylum seekers including processing of asylum applications, but also for managing reception centers; with diplomatic authorities of countries of origin; NGOs and other partners and institutions working with migrants.</p>
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			<p>4. See response to Q 1.1</p> <p>5. In the context of the Slovak republic, all migrants who are being issued with an Return decision by the officers of local Foreigner police departments are also provided with information about the possibility to return under the assistance of the AVRR programme. This source of information is the 2nd most frequently used after 1. Former returnees. As for asylum seekers these are informed about the AVRR programme at the beginning of their asylum procedure by respective Migration office caseworkers. Information about programme is available also at facilities of Migration office housing asylum seekers. In case of interest in AVRR a counselling session with AVRR staff is arranged.</p>
	EMN NCP Spain	Yes	<p>1. In Spain, voluntary returns are managed by entities and NGOs through subsidies, and they are the ones who mainly carry out the advertising work and communication. The most common communication tools put in place by NGOS are:</p> <ul style="list-style-type: none"> <li>• Mailing</li> <li>• Posting publications on social NGOs network and (Instagram, Facebook, Twitter)</li> <li>• Infoline and instant messaging application (WhatsApp)</li> <li>• Website</li> <li>• Meetings with stakeholders</li> <li>• Leaflets, brochures, and posters. Mostly in Spanish</li> </ul> <p>State authorities provided information about the basics of voluntary return and reintegration by web and Infoline.</p> <p>2. As mentioned in previous question, communication and advertising is mainly carry out by NGOs and entities who managed voluntary return projects. State authorities provided information about the basics of voluntary return and reintegration by web and Infoline There is not a specific budget for the funding of communication actions.</p> <p>3.</p> <ol style="list-style-type: none"> <li>1. <u>Irregular third country nationals (and regular too)</u></li> </ol>

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			<p>2. Information channels in our country</p> <p>4. No</p> <p>5. In all places possible, and in all the different administrative situations of the interested party</p>
	EMN NCP Sweden	Yes	<p>1. Few communication tools are in place in Sweden. Most of the information is provided orally in the meetings the person concerned is called to throughout the whole asylum and return procedure. Information on return and reintegration is also provided from the Swedish Migration Agency website and via leaflets that can be both printed from the website or handed out at the receptions centres of the Swedish Migration Agency. Another tool is to organize information gatherings which has been done by the Swedish Police Authority and the Swedish Migration Agency together with civil society and organizations like Amnesty International, the Swedish Red Cross and the Stockholm Asylum Refugee Centre (Asylrättsbyrån). Information that is important for not only the migrants concerned but also for the organizations that meet the irregular migrants. The Swedish Migration Agency is also using social media, Facebook to communicate information on return. There is no information on how efficient the different tools are.</p> <p>2. The Communications Department is responsible for the communication at the Swedish Migration Agency. There are two units, in which one is responsible for the digital communication, the authority's website and other existing, digitalised information channels and the other unit the overall internal and external communication and questions from the mass media. The information provided on return and re integration on the website has been developed in dialogue between the Communication department and a number of return experts. The leaflets on re integration support via ERRIN has been developed within the network. Further the Swedish Migration Agency has together with ERRIN carried out a pilot project in Afghanistan, Sustainable Reintegration in Afghanistan (SRA). Information campaigns have been carried out to address the societal challenges returns are encountered with</p>

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			<p>and a number of video testimonies have been developed on how attitudes toward return and reintegration have changed.</p> <p>3. There is currently no communication strategy on return and re integration. Listed in the Development Plan on Return (Utvecklingsplan för återvändandeprocessen Dnr: 1.3.4-2021-4661) for the Swedish Migration Agency 2021-2022 is however a number of activities aimed to effectively reach out with information on the support available for reintegration and return. Among the activities listed are information on return and reintegration displayed on monitors in the receptions centres, to develop a new and more appealing website on return and reintegration and further in cooperation with other EU member states explore the possibilities to develop and to use video testimonies on successful returns with reintegration support. Further plans are to a greater extent include external actors to effectively reach out such as regional and local authorities and NGO:s and finally to achieve a better cooperation with Swedish mission abroad in return. The target groups are mainly third-country nationals with a return decision in Sweden who could potentially apply for reintegration.</p> <p>4. Not applicable</p> <p>5. There has been no follow-up or any assessment of when or where communication is most effective on return and reintegration. The Swedish Migration Agency however is striving to make the information on return and reintegration available throughout the whole asylum procedure.</p>
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